

## ORDER



**Orders**  
**Order / Rev:** 57119  
**Alt Order #:** 09819715  
**Product Desc:** JOHN THRASHER  
**Estimate:** 448  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 09/17/12 / 09/17/12  
**Order Type:** CIA - O

## CBS 47

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** John Thrasher (R) FL Senate D-8  
**Demographic:** A35+  
**Product Codes:** State Elections  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:00:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	11	\$10,060.00	\$8,551.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	11	\$10,060.00	\$8,551.00	0.00
<b>Totals</b>	<b>11</b>	<b>\$10,060.00</b>	<b>\$8,551.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
CBS 47	32%	\$10,060.00
Market	100%	\$31,437.50

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WAWS	1%	\$314.38
WCWJ	0%	\$0.00
WJXT	26%	\$8,173.75
WJXX	3%	\$943.12
WTLV	38%	\$11,946.25

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTEV	10/16/12	10/19/12	Action News @ 6p	CM	6:00 PM-6:30 PM	- TWTF - -	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
				Action News @ 6p											
				CBS47 6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		3				\$400.00		0.00			
2	WTEV	10/16/12	10/21/12	M-F Action News @ 11p	CM	11:00 PM-11:35 PM	- TWTFSS	:30	3	\$440.00	P-2	0.00	NM	3	\$1,320.00
				M-F Action News @ 11p											
				CBS47 11PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTFSS		3				\$440.00		0.00			

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 Product Desc: JOHN THRASHER  
 Estimate: 448

CBS 47

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2	WTEV	10/16/12	10/21/12	M-F Action News @ 11p M-F Action News @ 11p	CM	11:00 PM-11:35 PM	TWTFSS	:30	3	\$440.00	P-2	0.00	NM	3	\$1,320.00
				CBS47 11PM											
3	WTEV	10/21/12	10/21/12	Face the Nation Face the Nation	CM	10:30 AM-11:00 AM	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				FACE NATION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1				\$2,500.00		0.00			
4	WTEV	10/21/12	10/21/12	Su Action News @ 630p Su Action News @ 630p	CM	6:30 PM-7:00 PM	-----S	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				CBS47 630P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1				\$200.00		0.00			
5	WTEV	10/21/12	10/21/12	Sun Reg 1 60 Minutes	CM	7:00 PM-8:00 PM	-----S	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
				60 MIN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1				\$4,000.00		0.00			
6	WTEV	10/22/12	10/22/12	Action News @ 6p Action News @ 6p	CM	6:00 PM-6:30 PM	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				CBS47 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1				\$400.00		0.00			
7	WTEV	10/22/12	10/22/12	M-F Action News @ 11p M-F Action News @ 11p	CM	11:00 PM-11:35 PM	M-----	:30	1	\$440.00	P-2	0.00	NM	1	\$440.00
				CBS47 11P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----		1				\$440.00		0.00			
													Totals	11	\$10,060.00